~~DAY 9.A~~ 92
07/X535
-74
"Popular Mechanics" of Feb. 1937.

Sewing Basket from Small Keg Resembles a Large Wood Cup

Very little work is required to convert a keg, which can be purchased cheaply, into this novel sewing basket

Here is a sewing basket which is simplicity itself, yet it is unusually attractive in any surroundings. Made from one half of a small white-oak keg about 19 in. high, the basket is supported by a standard and base turned from oak to match the keg. The lid and handle are solid oak, the sole purpose of the latter being to support the lid when open and to carry out the cup resemblance. The interior of the basket can be finished as desired. In this case, a half-moon tray, which lifted out, was attached to the side of the basket to hold thread, buttons, etc., and the underside of the lid was fitted with felt holders for scissors and other accessories.

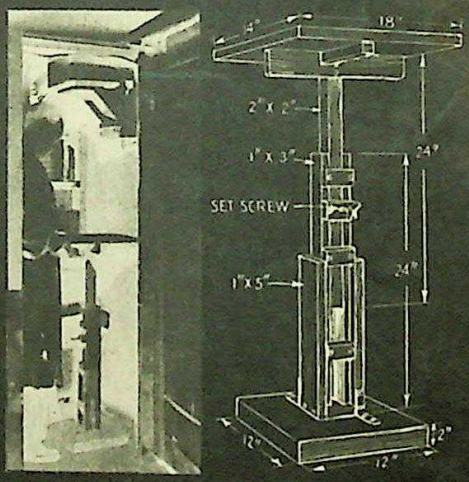
Sanding Blades for the Jig Saw

For sanding intricate scrolls and similar work where the job would be tedious if done by hand, you can do it quite easily by using these improvised sanding blades in your jig saw. They are made by grinding pieces of hack-saw blades to the shape shown, and then cementing abrasive paper to both sides of them. I find that bicycle-rim cement is best for this purpose as it sets quickly and is inexpensive.

—H. R. Hearn, Greenville, S. C.

Vertical Enlarging Easel Is Adjustable in Height

A useful addition to your darkroom, this vertical enlarging easel is readily constructed from scraps of wood. The dimensions, of course, will vary with the focal length of your particular enlarging lens, the degree of enlargement desired and the height of the lens from the floor. The standard of the easel slips inside of a U-shaped sleeve to which is screwed 1 by 5-in. supporting members securely attached to the base as shown, flat-iron braces being used. When the standard has been adjusted for height,



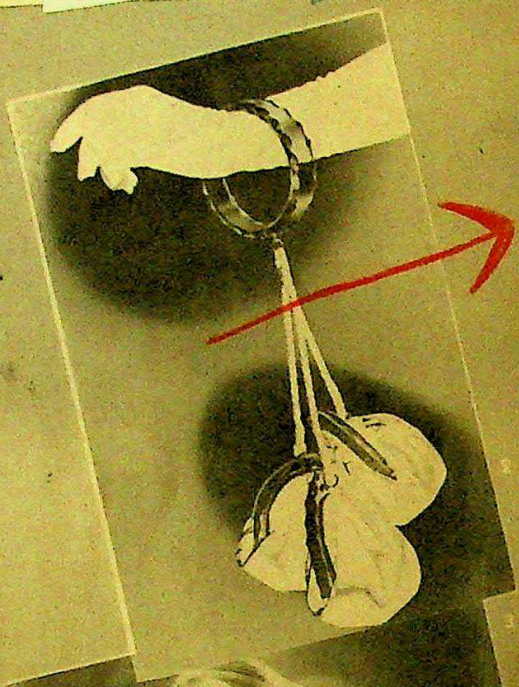
Be sure that the easel is perfectly level, otherwise the image will be distorted

a thumbscrew holds it in place. The thumbscrew is fitted to a cleat across the open side of the sleeve, while similar cleats serve to strengthen the assembly.

¶Green bananas will ripen quickly if they are placed in a paper bag and stored in a dark place.

KD7/X535

Modern Plastics
92 1-1946 - page 114
Jan 1946



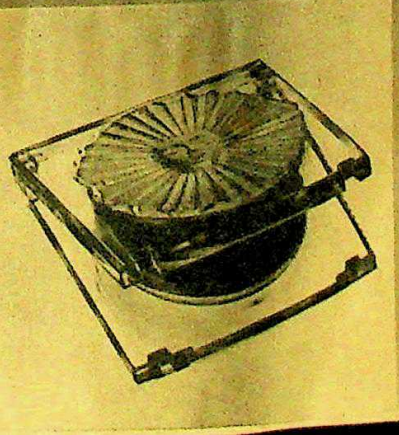
1 Drink and be merry! These aluminum [illegible] coated with Cordo-clad, a vinyl resin blend, [illegible] new thrill for the bar enthusiast. Greatest point in their favor is that they transfer no metallic taste as liquid does not react with the metal. The vinyl resin is fired right [illegible] metal and protects the highly polished aluminum from [illegible] oxidation and corrosion. The Elliott Manufacturing [illegible] the practical containers for Rubel & Co., Inc.

2 "Good luck to your boat." Let [illegible] motivated the [illegible] frames, in the shape [illegible] tinguish the bass in [illegible] cosmetics. The [illegible] then hand finished. The [illegible] methacrylate. Rynor [illegible] distributing [illegible]

3 Little mothers [illegible] this Lumarith doll [illegible] It is light in weight yet well [illegible] lustrous, available in many [illegible] poisonous dyes. Arde Plastics Co., Inc.

4 "Let your eyes speak," counsels R. [illegible] interest-catching eye make up packing [illegible] containers of eye shadow and eye cream, [illegible] accompanying brush. The small containers are molded of clear Styron, Lustron or Bakelite [illegible] styrene by Plastic Molded Arts Co. Serrated edges of the [illegible] containers act like the facets of a diamond and pick up light. The set is encased in a circular transparent box fabricated from cellulose acetate by Seaman Box Co., Inc.

5



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Property of U. S. Patent Office
For Examiners Use Only

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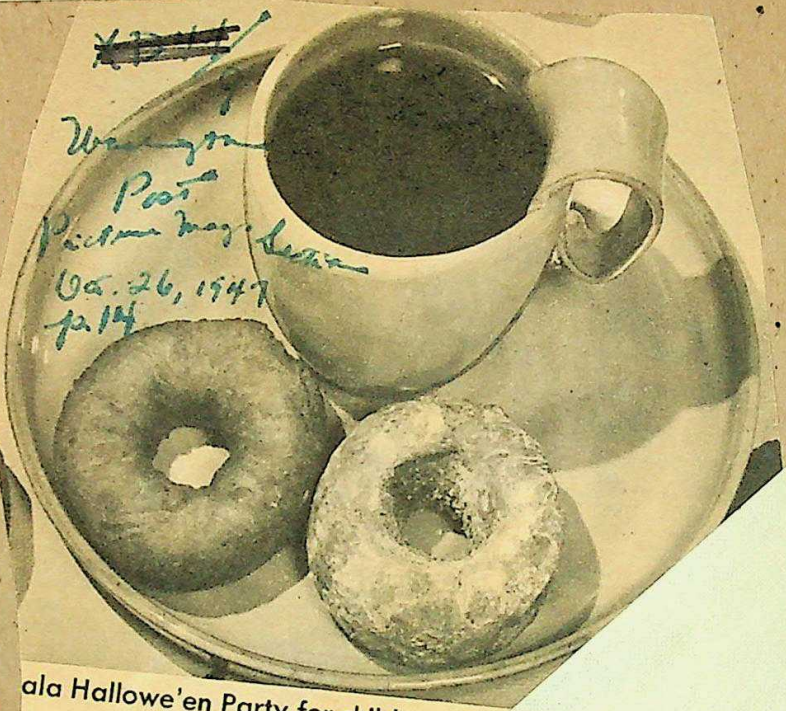

Washington Post Picture Mag. Section Oct. 26, 1947 p. 14

ala Hallowe'en Party for children of

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An old American favorite

NEW YORKER
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p. 71

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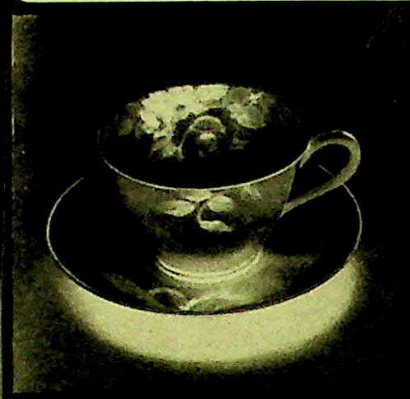
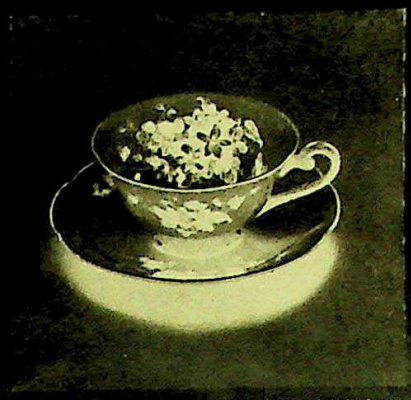
D7/X535 92



3143 China tea cup and saucer, assorted designs.

Regina, available in 63 or 93 piece sets, or open stock. Paste gold pattern showing five medallions and scroll — gold pin point edge with inner gold line. 7005



M136/3 China tea cup and saucer, assorted designs.

China after-dinner cup and saucer, assorted designs.

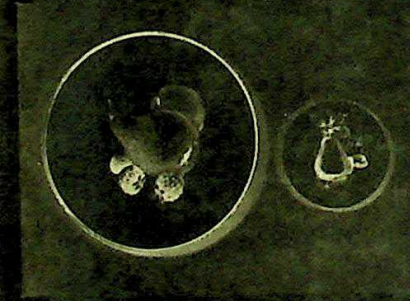
M112/2 After-dinner cups and saucers, elegant feet.

3424 Twenty-three piece tea set, assorted designs.

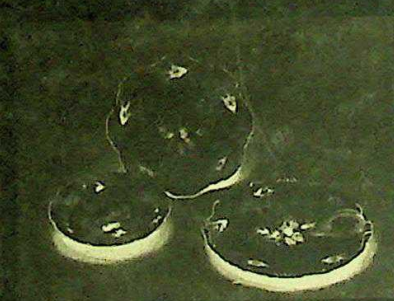
3426 Seventeen piece coffee or chocolate set.

METASCO FOR VOLUME-SELLING, PROFITS-SWELLING GIFT CHINA

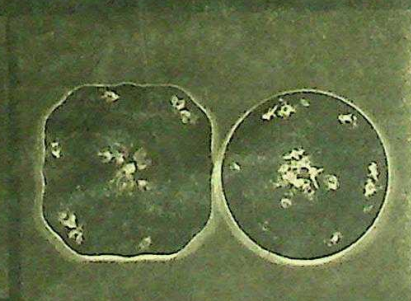
Fine imported China — translucent, decorated, exquisitely designed — — all the beauty of prized European China recreated with oriental skill, *priced for volume sales.* Complete lines of tea cups and saucer assortments, after-dinner cup and saucer assortments, tea sets, coffee sets, tea plates, bon bon dishes, ash trays — all in a wide variety of sell-on-sight patterns — for immediate delivery and on import.



Eight assorted fruit designs, on fruit plate — Assorted fruit or flower designs on 4" coaster or ash trays (can also be used as miniature wall plaques). 3605-F 203/9



Bon Bon, nut dishes, or ash trays, assorted designs.
Nappies or Bon Bon dishes in round or square shapes, assorted designs. 3432 3431 3430

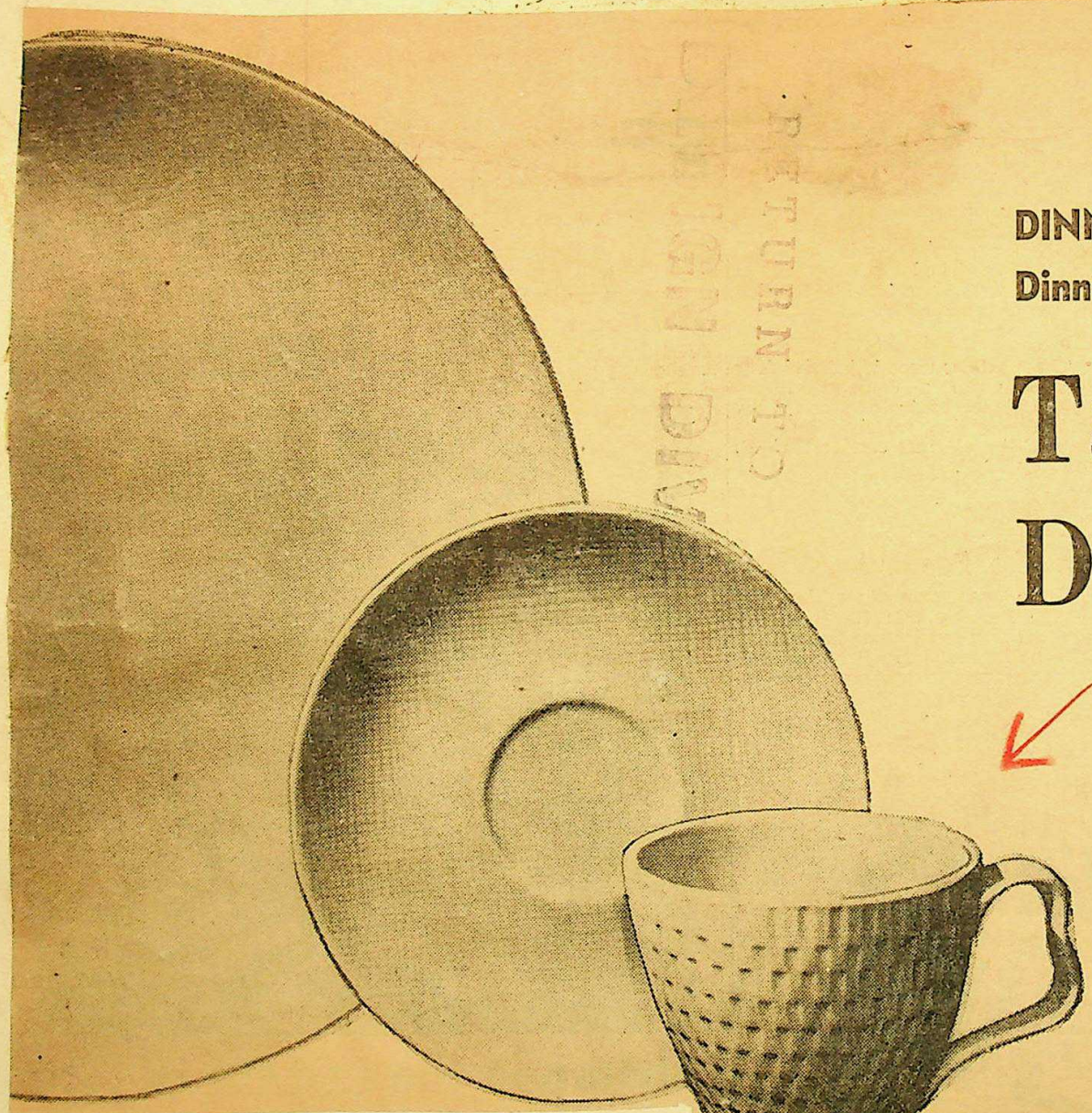


Hand-decorated tea plates, assorted designs.
3428 3424

METASCO, INC.

401 FIFTH AVENUE • NEW YORK 16, N. Y. • OR 9-0800

Pittsburgh
07/M535
92



DINNERWARE NEWS! Famous Red W

Dinnerware brings you new shapes for

Tweed Textured Dinnerware!

3-Dimension "Tweed-tex"

16-pc. starter set
4 Dinner plates
4 Bread & Butters
4 Cups & Saucers

9.95

Sophisticated new treatment of dinnerware forms! Each piece is beautifully shaped; each hollowware piece has basketweave texture to give added dimension. White only.

Additional pieces: Creamer, 1.75; Sugar, $2; Coffee Pot, $5; Tea Pot, 3.50.

WASH. DAILY NEWS 5-13-53 p. 25

RETURN TO

RETURN TO
DESIGN DIV.

RETURN TO
DESIGN DIV.

AU R92
D7- ~~9 XR~~
535

Crockery & Glass Journal

Oct. 1960

Page 25

Lower right panel

A HAPPY CLOWN enlivens this cup designed for children only. Milk or juice is sipped from hollow handle. Price is $1.29. Arcadia Export-Import, 221 Fifth, NYC.

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~~D44-9.A~~
D7/R535

92

House and Garden

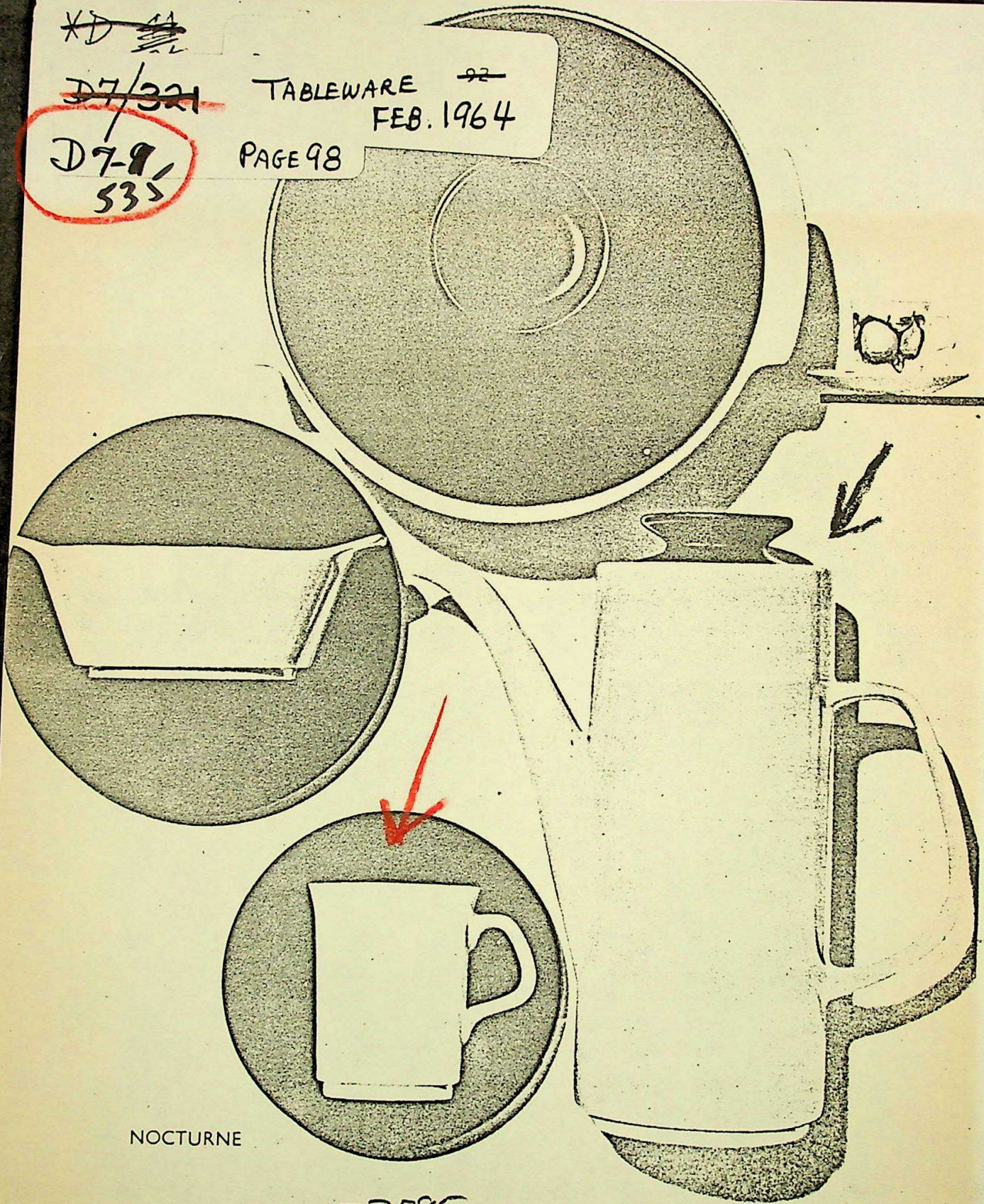
Nov. 1960

Page 44

second panel from left,

center of page

~~XD~~
~~D7/321~~
D7-8/535
TABLEWARE ~~92~~
FEB. 1964
PAGE 98



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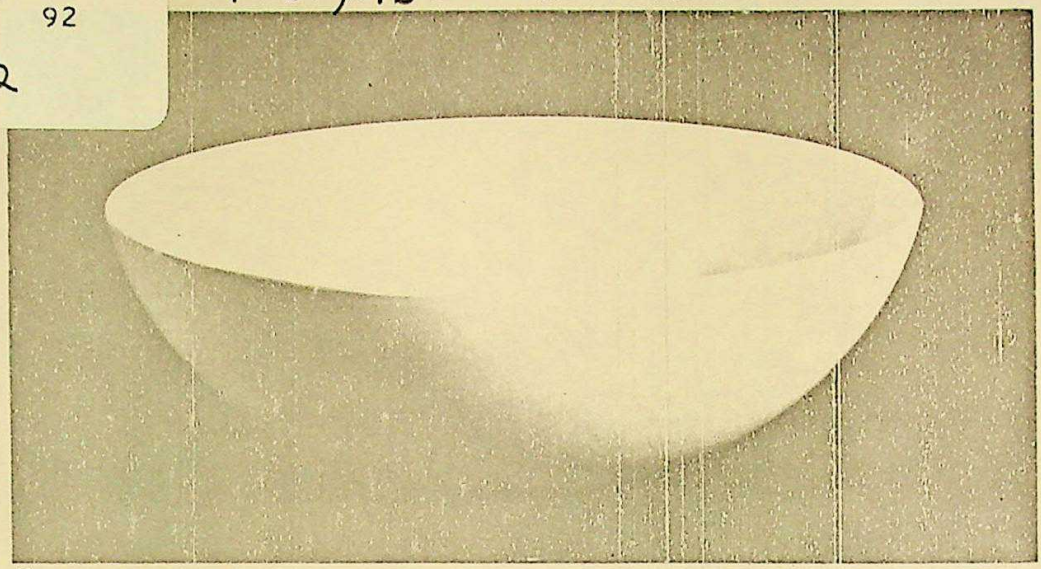
p.72



11

11 and **12.** Two additions to Corning's Centura tableware are $1\frac{1}{2}$ and 2 quart serving bowls and 11-ounce mugs. The white bowls, which are made of a Pyroceram glass-ceramic, can be placed in the oven. The cleanly sculptured mugs, made of the same heat-resisitant material, have unusually handsome handles. Both mugs and bowls are guaranteed for three years. C. A. Stowell, designer, and E. J. Whitney, engineer, of the Corning Glass staff were responsible for the design.

12

Industrial Design
February 1965

D7/1535 AV292

LEUMASWARE COLONNADE

BEAUTIFULLY CONCEIVED METALWARE

Designed by
Fred Press

[illegible] copper or brass finishes on practical heavy gauge [illegible]. Alcohol burners are complete with adjustable [illegible] spillers and fibre glass wicks.

[illegible] 03 B. C. 40 Cup Coffee Urn, 12½" high x 8½" diameter.	$15.00
No. 102 B. C. 3 Qt. Chafing Dish, 8" high x 11½" diameter.	$15.00
No. 100 B. C. Aluminum Ice Bucket with top handles, 3 Qt. capacity with unbreakable liner, 8½" high x 8¾" diameter	$10.00
No. 205 B.C. 1 Qt. Pitcher with ice lip	$7.00
No. 203 B. C. 16 oz. mug	$2.75
No. 204 B.C. 12½ oz. mug	$2.25

[illegible] choice of copper or brass. [illegible] for complete color catalog.

RUBEL

PAGE III

AUG. 1966

NEW YORK, 225 FIFTH AVENUE
CHICAGO, 590 MERCHANDISE MART

AUGUST 1966

D44-9.A
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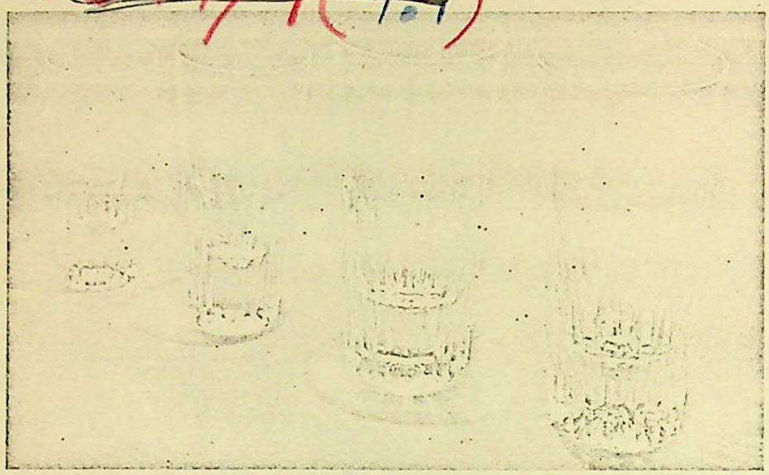
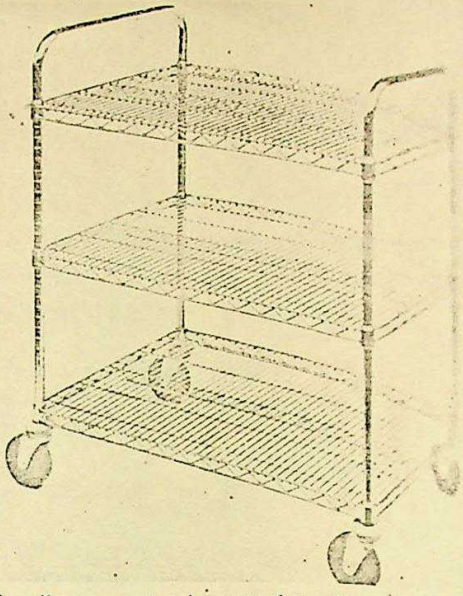
PRODUCT REVIEW

D44/9(9.1)

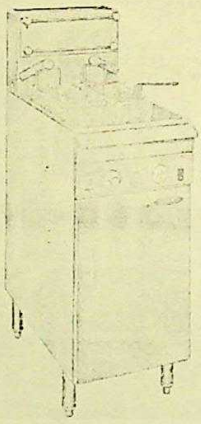


Recently introduced to the trade is a "Sicilian" line of tumblers in six sizes — iced tea, beverage, juice, utility, cocktail, and water. Tumblers are said to have a hand-cut look usually found in crystal. Riekes Crisa Corporation, 1818 Leavenworth, Omaha, Neb. 68102 **(151)**

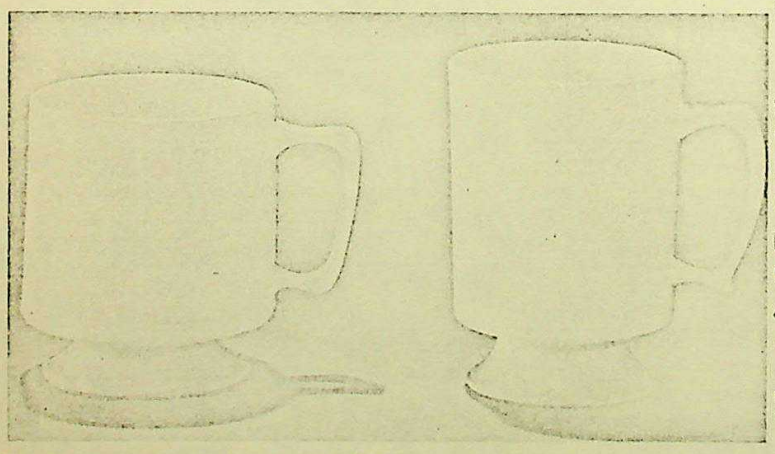


An all-purpose truck, part of the Super E[illegible] line, model N2333-5M is lightweight (70 pou[illegible] that will support 700 pounds. Shipped knoc[illegible] the truck is 24" x 26" x 39½" high. Me[illegible] Wire Goods Corp., North Washington & Geo[illegible] Barre, Pa. **(154)**

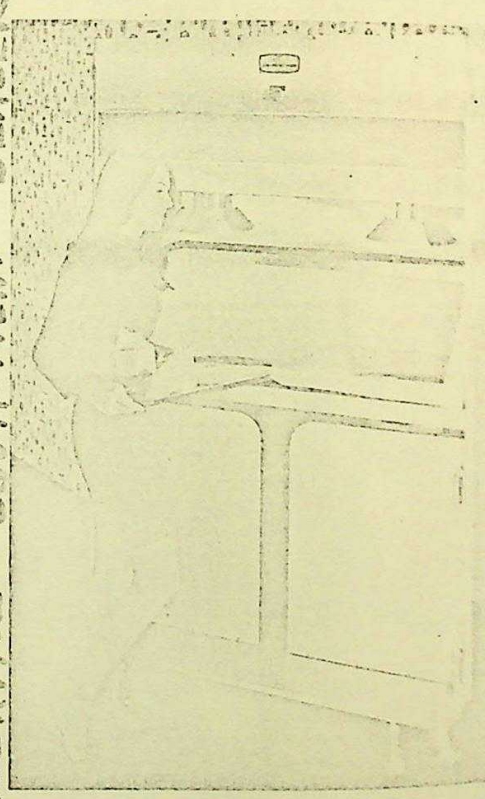
One of four new Hercules fryers now available is model M-14-DL which has deluxe control panel and automatic basket lifts. All units in the series, which have 42 to 48-pound fat capacities, are equipped with an automatic safety pilot, thermostat, cold zone, removable backsplash and a front drain cock. Star Mfg. Company, 9325 Olive St., St. Louis, Mo. 63177 **(152)**



P. 22



Two thermoplastic footed mugs in different shapes but with identical capacities are new from Libbey. Available in four dozen bulk packs, the mugs are break and scratch-resistant, will not stain, and can be machine-washed. Stackable, the mugs can also be custom-crested. Four color choices. Libbey Products, P.O. Box 919, Toledo, Ohio **(153)**



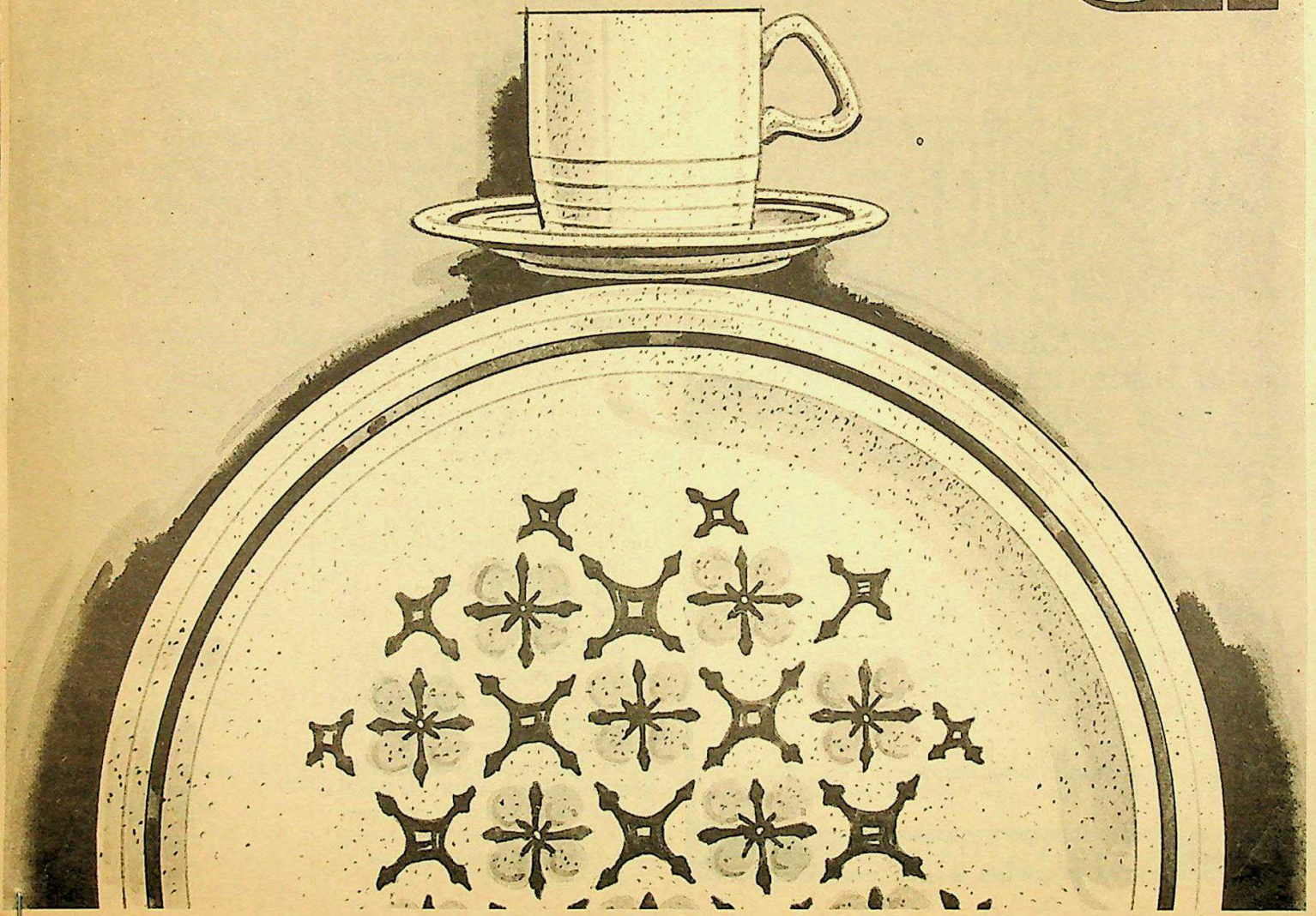
Several refinements have been added to Sec[illegible] waste disposal unit, the Compactor. They inc[illegible] addition of four heavy duty levelers, hy[illegible] actuated plungers, and a new timing syste[illegible] unit, which reduces waste to one-fifth its o[illegible] bulk, is mounted on 5" casters, two of whic[illegible] brakes. Seco, Inc., P.O. Box 7116, St. Lou[illegible] 63177 **(155)**

December, 1971

MORE PRODUCTS
BEGINNING ON PAGE

DINNERWARE

No question about it. Dinnerware is big in housewares-and getting bigger.
Ask us. We're in it. Call or write: Jepcor International, Inc.,
1000 Skokie Boulevard, Wilmette, Illinois 60091. Telephone: (312) 256-4700.



D7/0535

are Demand Delays Deliveries to Dealers

wastebaskets, plastics, gadgets and appliances in order to make room for dinnerware goods.

The current delivery delays may push back dinnerware expansion plans, at least until the first of the year.

A MIDWEST department store buyer said his dinnerware business is almost double that of a year ago but "since delivery is backed up by two months, I'm pretty much set for fall and am waiting until January to make any changes."

One Southern housewares buyer, who just last week placed his first orders for dinnerware, said he's "gearing my product mix and expansion plans around who can ship."

A New England retailer said that "goods I ordered in the summer are on time, but forget about reorders." He's now planning for January.

(This is the first of a series on dinnerware products in the housewares department.)

This same retailer said that deliveries from Royal China and Pfaltzgraff are slow and "running about eight weeks behind on goods ordered now. Jepcor is pretty good though. I can probably get delivery in two weeks from them."

Deliveries, when they arrive, are in 45-piece sets and, according to almost every retailer contacted, the package won't be split apart.

"We're not trying the 20-piece sets. The 45's are moving well and we don't plan to switch," said an Eastern buyer.

A WEST COAST discounter added, "We sell five times as many 45's as we do 20's, so we do very little with 20-piece sets."

This same merchant, while uninterested in 20-piece sets, plans to experiment in mid-November with 40-piece sets. By selling these sizes, he explained, "I can save from $5 to $7 retail and that means hitting a new price point."

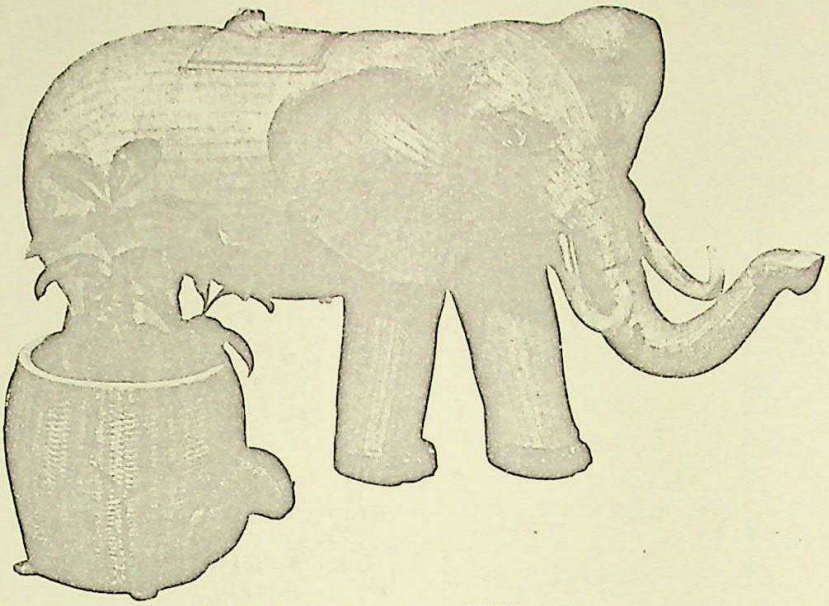
Other retailers agree that the savings on 40-piece sets can be substantial. But, at the same time, some disagree as to its positive effects.

"We're phasing out 40-piece sets," said a New England department store retailer, "and going strictly with 45-piece sets. We started with 40-piece sets but they don't do much for us. Sure we can save some dollars by going that way, but people want the 45-piece units." His sentiments were echoed by buyers nationwide.

What's new in housewares?
JEPCOR
DINNERWARE

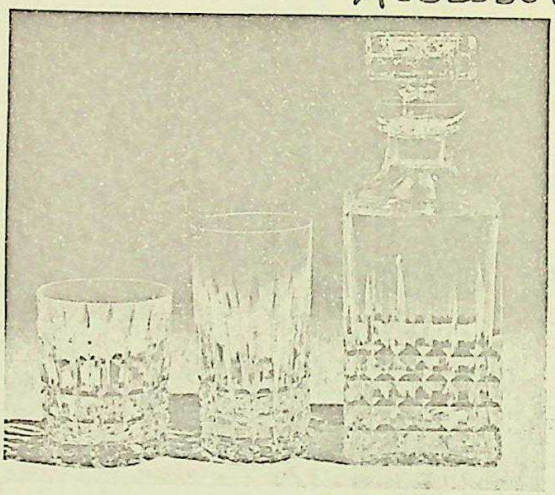
D7/X 535

... more emphasis being placed on the home and its environs, decorative accessories and servers will be the focus of attention at the Mid-Year China, Glass and Gift Show in Atlantic City, N.J., June 20-23. Bamboo and rattan servers and planters are in direct textural contrast to pewter and crystal beverage dispensers. Collectibles will find new display mediums in wrought iron, wicker and Lucite. Whimsical notes are also part of the total mood.

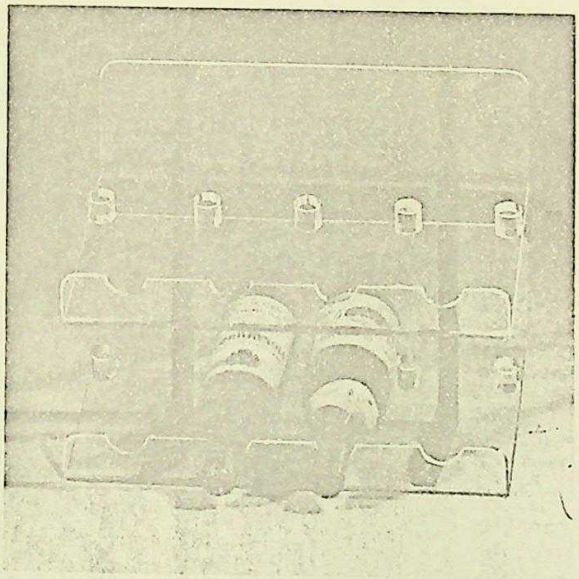


Lacquered bamboo elephant and turtle planters double as food servers with washable porcelain linings. Made in People's Republic of China. Brown elephant has truncated trunk, tusks, $20. Green turtle, $25. Boxer and Ashfield, 1115 Broadway, New York 10010.

MAY, 1976 FOCUS ON GIFTS & DECORATIVE ACCESSORIES p. 72



Lending elegance to entertaining are hand-cut, genuine lead crystal decanter, matching old-fashioned and highball glasses. $50 and $10 ea., respectively. Argentum, 224 Fifth, New York 10010.



Walnut and acrylic combine in multi-tiered wine rack. Free-standing or easily attached to wall. Available in one, two or three tiers. $35 to $80. Karmel Plastics, 225 Fifth Ave., New York 10010.

Fish-handled pewter tankard for entertaining. Glass-bottomed mug is lead-free. One-pint capacity. $18. Leonard Silver, 144 Addison St., Boston 02128.

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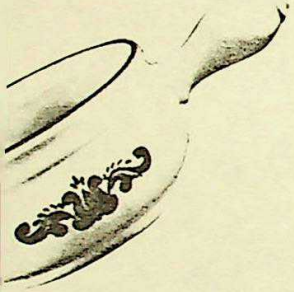


toneware onion soup, tawny
h brown. $5. The Pfaltzgraff
ack Strousse, 333 S. Lafayette
Los Angeles 90057.

are is still one of
a's favorite casual dinin
ls. A beautiful new
ent of ideas in stoneware
on display at
oast spring markets.

A7/8
535

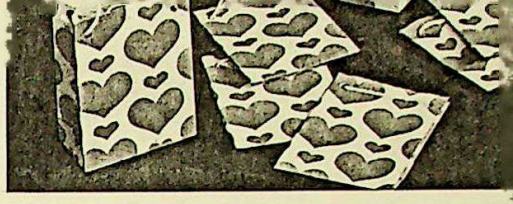
GIFTS & DECORATIVE
ACCESSORIES
P. 187 JAN., 1978

Its 5" heart box of gloss-red plastic makes it great for travel, too—and later on, perfect for candy, rings, odds and ends. Our own West German import.
584 Heart Rope-Soap in Box $6.98
2 for $12.98

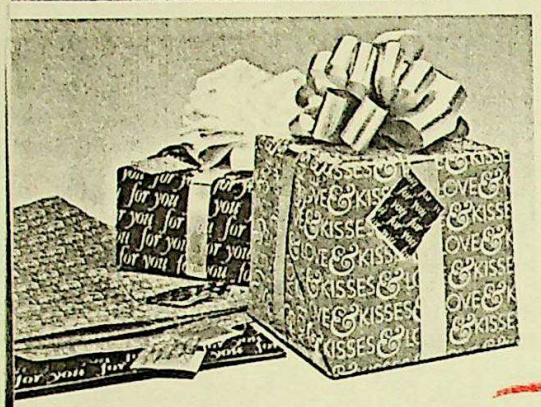
REC'D. JAN. 12, 1980

gifts for your heart's delight!

COUNTRY GOURMET VOL. 52



graphic design of plump red hearts on shiny bright white, strong cord handles. Our own love-ly West German import! Set of 9, three of each size: 4⅜x2¼", 4¾x3½", and 8¾x6¼".
971 Valentine Gift Bags. 1 Set $4.98

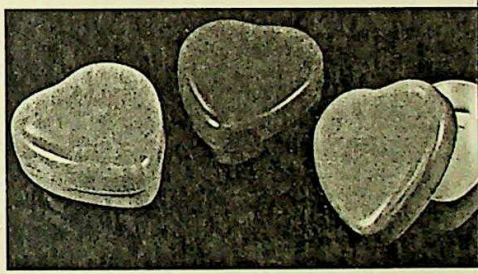


SAY IT WITH GIFT WRAPS! Our great graphics are perfect for Valentine's Day, perfect for any day! By now, you recognize the genius of our favorite Britons at Millimetre, Ltd. And you know their copyrighted designs are on superb coated stock, screen-printed and shiny-bright! 5 huge 19x27½" sheets—3 say "love & kisses" in white on red, 2 in a striking new white-on-black design to say "for you" all year long. 1 set, with 20 1½-inch folded tags on golden tie-cords, 10 of each design.
6078 Gift Paper and Tags. 1 Set $6.98

THE FLOWERING HEART from Kashmir—celebration of love in bloom, and made for us alone! Dramatic lacquered papier-mâche box, all painted by hand in sensuously rich colors on a jet black ground. A romantic bouquet of exotic flowers, exquisite against a tracery of golden arabesques. A love of a box to melt her heart—and she'll display it proudly on desk or dressing table. 3" across, 1½" high.
575 Heart Box $3.98 2 for $6.98

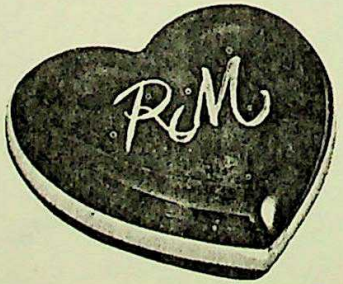
LOVE THIMBLE from Portugal—collector's prize! Red enamel hearts pierced by Cupid's arrow, together forever. Heavy Silver-plated brass, intricately detailed, with a gleaming Gold-washed interior. Our own import, in a clear gift box.
7967 Thimble $3.98

SALE! **SURELY THE LOVING-EST OF LOVING CUPS!** Instead of a traditional handle on each side, the two hearts have moved together in an eternal embrace! Its single sublime motif in miniature, a pair of lovebirds in flight, sharing the tiniest red heart! Footed mug of pure white earthenware, our own English import, 4½" high, holds 10 oz. for a special toast for two. Unique wedding or Valentine gift—was $9.98!
576 Loving Cup $7.98



MINI-HEARTS FOR MAXI-LOVING! Enchanting boxes to cradle a gift ring, to fill with tiny candies, to hold small essentials on desk, shelf or vanity. Our own Italian imports in enameled aluminum, about 1¾" long, ½" deep. Set of 3 in electric pink, red, blue.
766 Heart Boxes. 1 Set $2.50
2 Sets $3.98

14K GOLD-FILLED HEARTS on a matching 18" chain! Two valentines seem to float on sparkling serpentine links, exquisitely hand-shaped, delicately feminine in their sweetness—so versatile you'll never take them off! Two featherweight earrings to match, the same hand-made 5/16" hearts on 14K solid Gold posts. So flattering on your ear—all you'll see is that dainty heart. What a charming way to show off your heart of gold!
4953 Heart Necklace $15.98
4952 Heart Earrings $9.98
4954 Both—you'll love the savings! 1 Set $23.50



TRUE-BLUE HEART OF COBALT PORCELAIN—SPECIAL PRICE! Heavenly heart box from Italy, hand-painted with genuine Gold leaf. We add elegant Gold kiln-fired initials—a thrilling gift, with that cherished Agostinelli hallmark! 2⅞" across—an $8.98 value! PRINT 2 initials.
2245 Box $6.98

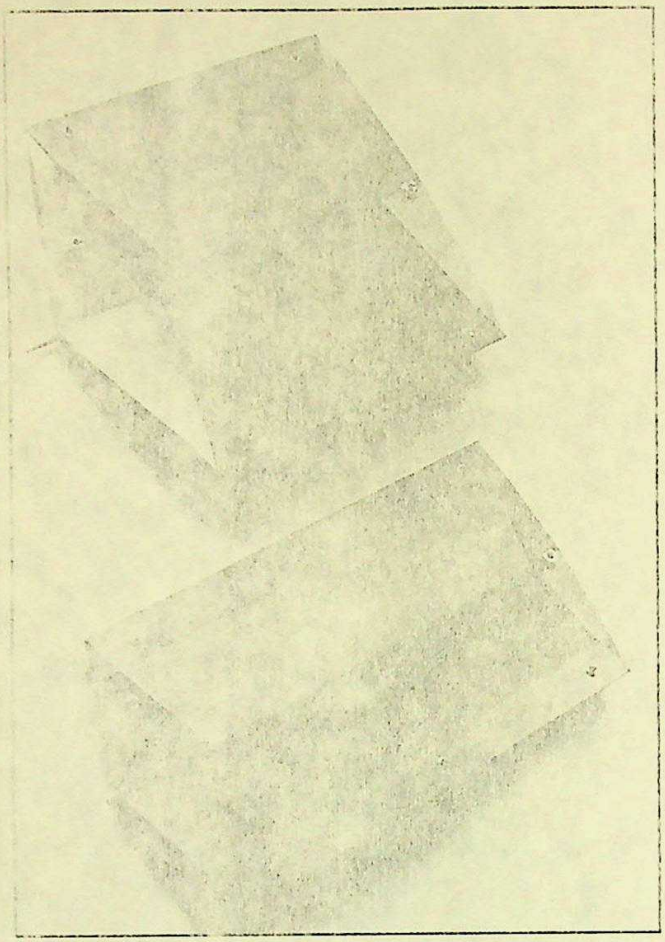
SALE! **A LOVE-MATCH IN MILK GLASS** by Italy's famed Egizia! Pure white glass, dressed in sweetheart red and ringed with loving hearts for Valentine gift-ing—enchanting decor for the bath, to greet the day feeling loved! Handsome jar—for bubble bath, beauty grains, soap powder, whatever—is 5⅜" tall, 2½" across. The 7-oz. tumbler is 3¾" high, 3" across. Our own imports—give both!
582 Jar—was $5.98! $4.98
9739 Tumbler—was $2.50! $1.98
655 Both—save! 1 Set $5.98

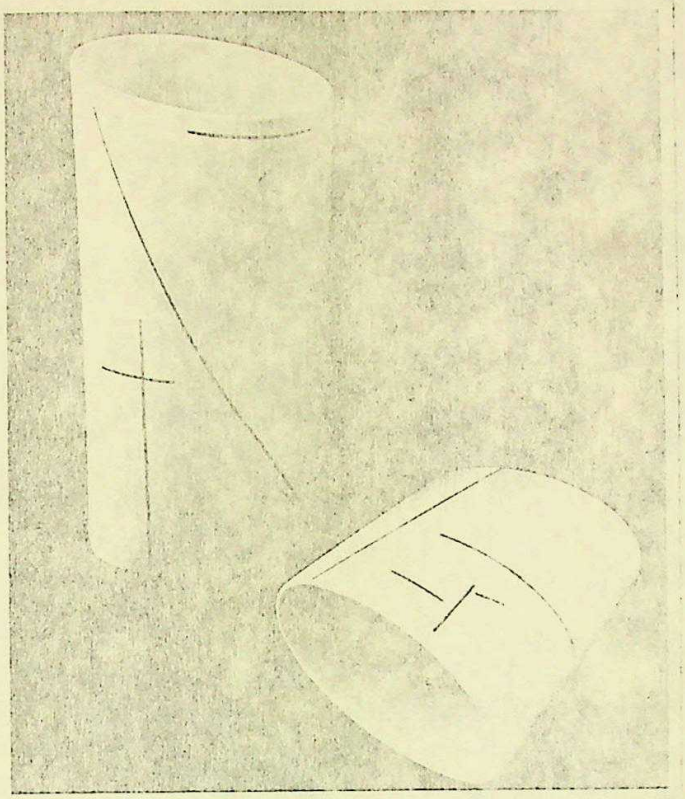
SHINY RED HEARTS circling all around—irresistible candle for a Valentine gift that glows on and on! Light it and add the right touch of romance to a very special dinner for two! Dripless beauty in red on white, our very own import from West Germany, 3¼" high and 3⅛" across. Plenty of shining hours in it!
9836 Heart Candle $3.98
2 for $7.50

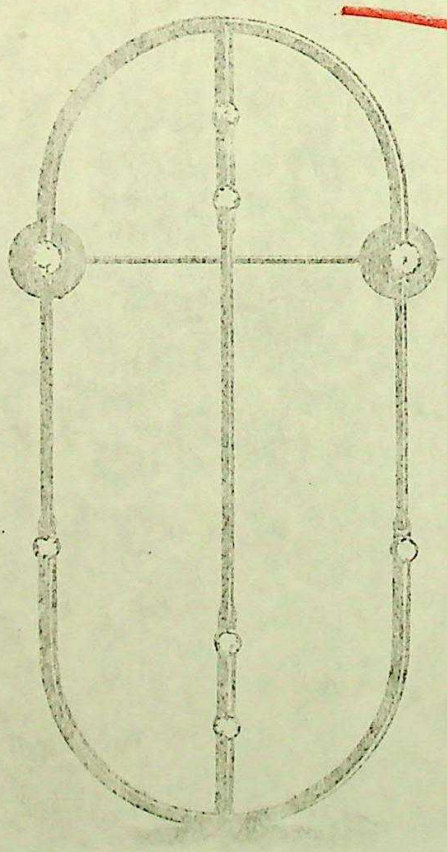
D 7/1535
JAN. 12, 1980

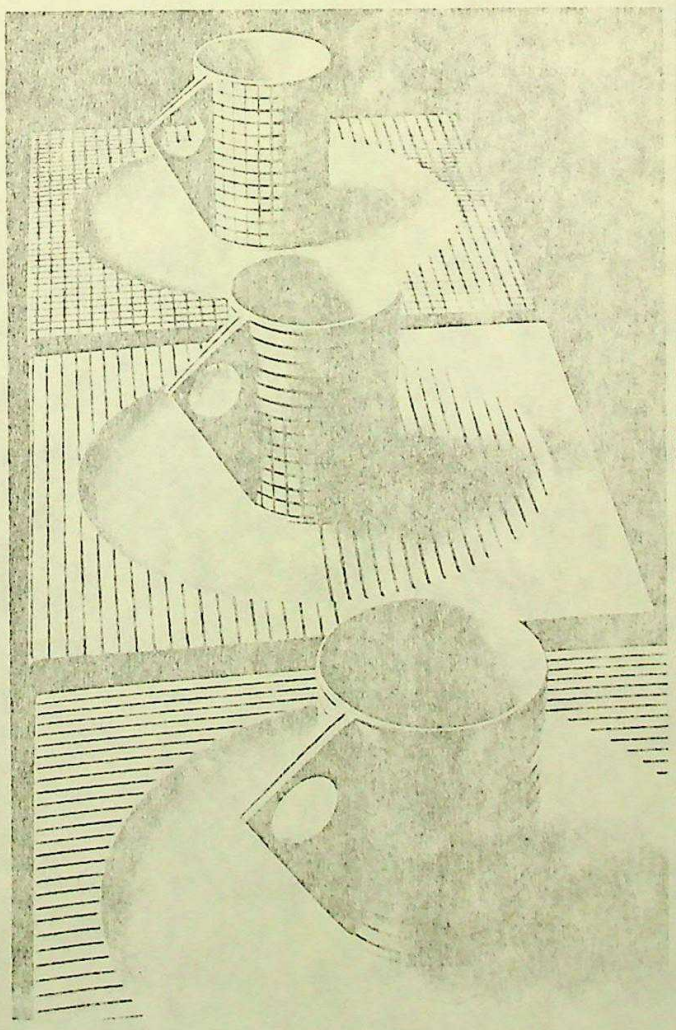
D7/2535

DESIGN 377
P. 23 MAY, 1980









D7/9535

HFD - RETAILING HOME FURNISHINGS

FEB. 9, 1981 p. 31

tabletop/gifts

ve Day

ll believes people are for a retail price under $75 finds small crystal vases, g glasses and candlesticks well for Valentine's Day. hey're interested in toast-sses, we try to sell them the icket along with it," Stupell And then we send them or to the wine store to com-e gift."

LENTINE'S DAY is not e day of the year," Stupell Valentine's Day is every-'s a chance to say 'I Love

VANDOR heart mug, $20 a set of four.

TOP R. OF PAGE 31

D7/X535

gn-Schmuck konzentriert. großer Teil der Formgeber, Tapio Wirkkala, der wohl annteste finnische Desi-r, Liisa Vitali und Helky Ju-en arbeiten auf free-lance is. Jedoch Hannu Ikonen, Anfang 1980 als Schmuck-stler bei Kultakeskus Oy pflichtet wurde, hat sein ei-es Studio im Unterneh-n.

bekannten Schmuckserien Hannu Ikonen „Kurut" d „Kullero" in Gold mit Bi-perlen und seine neueste lektion „Helmivuo", Gold einer Perlenreihe, erstma-auf der Inhorgenta '81 in nchen gezeigt, sind ein ßer Erfolg. Auf der Muba Basel wurden weitere Neu-ten ausgestellt.

e neue Zinnserie

berne und versilberte Be-cke und Silberwaren wer-n wie eh und je in traditio-ler und moderner Formge-ng hergestellt. Ganz neu d die Zinnwaren von Karl ne, der kürzlich als Formge-für die neue Zinnlinie en-giert wurde. Karl Laine hat n bereits einen Namen im muck-Design gemacht. Sei-neue Zinnserie „Revontuli" was Nordlichter bedeutet – rustikaler Holzverpackung Lederriemen ist von be-nderer Note.

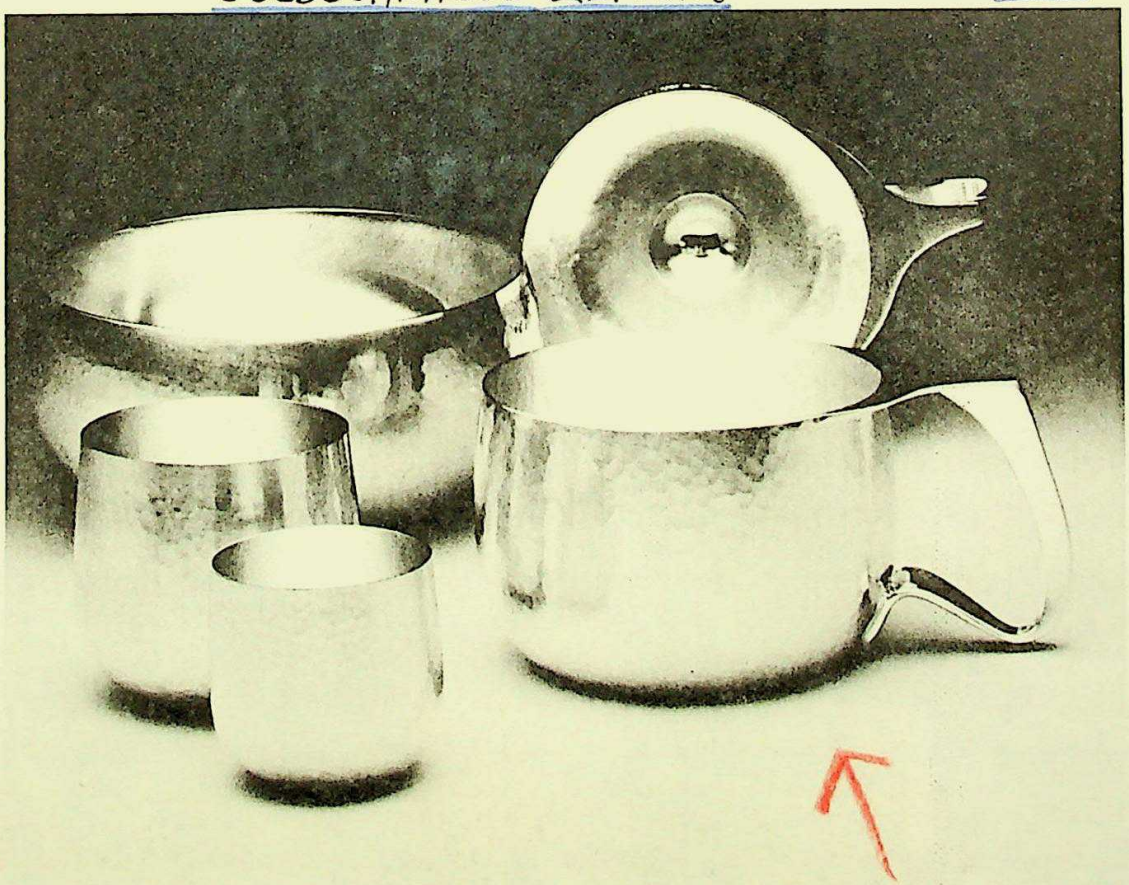
r Export in Europa

ßer in Schweden, wo das ternehmen über zwei eige-Vertreter verkauft, werden Waren in den anderen Län-rn hauptsächlich über Im-rteure/Grossisten vertrie-n. In Deutschland wird die sammenarbeit auf dem mucksektor mit der Firma rd-Form GmbH, Glashüt-n, vertieft und weiter ausge-ut.

Zinnwaren wiederum wer-n in Norddeutschland und der Schweiz über die Firma utex, Hamburg, und in Bay-n und Österreich über die ma Ossi Airas & Co KY, Ver-ufsbüro München, verkauft.

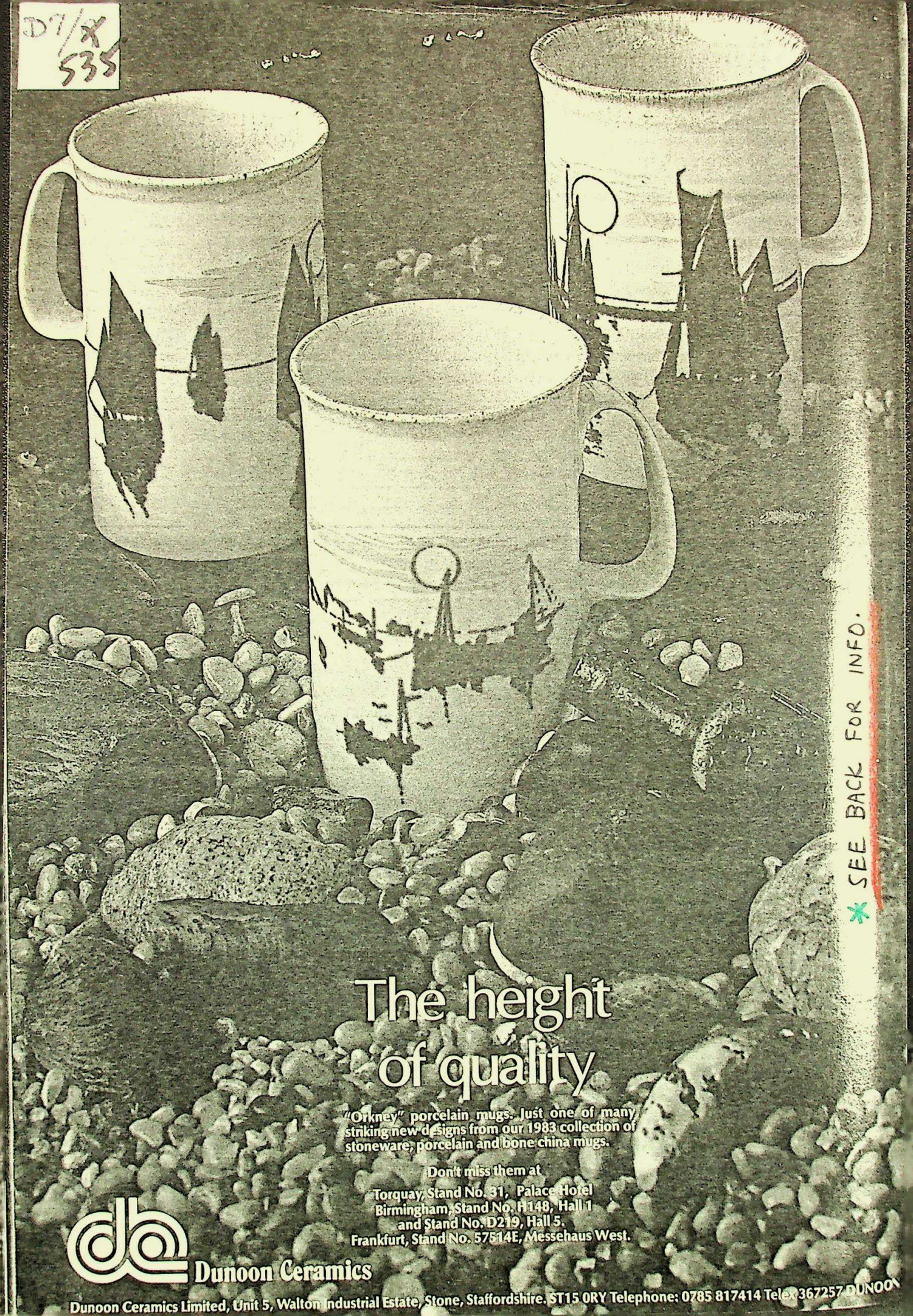
Zinnserie „Revontuli", Design: Karl Laine, 97 % Zinn, 3 % Antimon

GOLDSCHMIEDE ZEITUNG JUNE 1982 p.61



Silberserie, Design: Tapio Wirkala, 830er Silber, gehämmert

D7/X
535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TABLEWARE INTERNATIONAL

DEC. 1982/JAN. 1983

page (back of front cover)

DUNOON CERAMICS ADV.

D 7/9535

JULY, 1983

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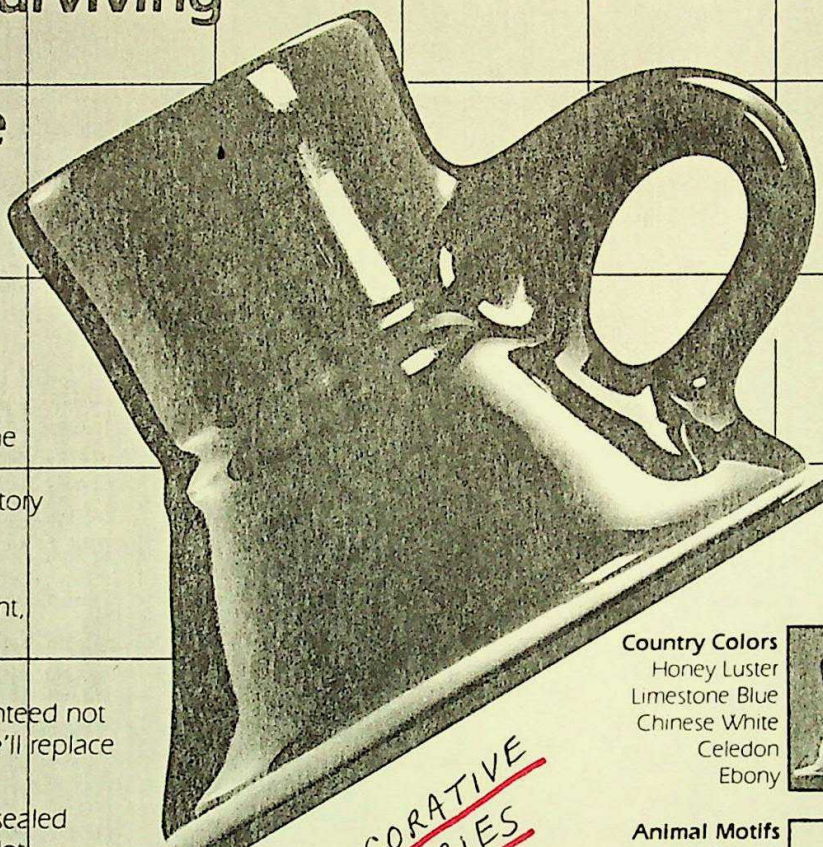

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GIFTS & DECORATIVE ACCESSORIES p. 49

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American Craft Fair goes contemporary

WEST SPRINGFIELD, Mass.—Contemporary styling highlighted the American Craft Fair held here.

The fair, which had been held in Rhinebeck, New York, for the past 10 years featured the work of 585 craftspeople who exhibited ceramics, glass and metal serveware and decorative accessories, as well as clothing.

Prices at the fair ranged from $25 to several thousand dollars, at retail.

Contemporary designs were particularly evident in drinkware, characterized by elongated shapes and elaborate patterns. Several decanters and stems were fashioned from sandblasted glass, but appeared to resembled smooth, creamy porcelain.

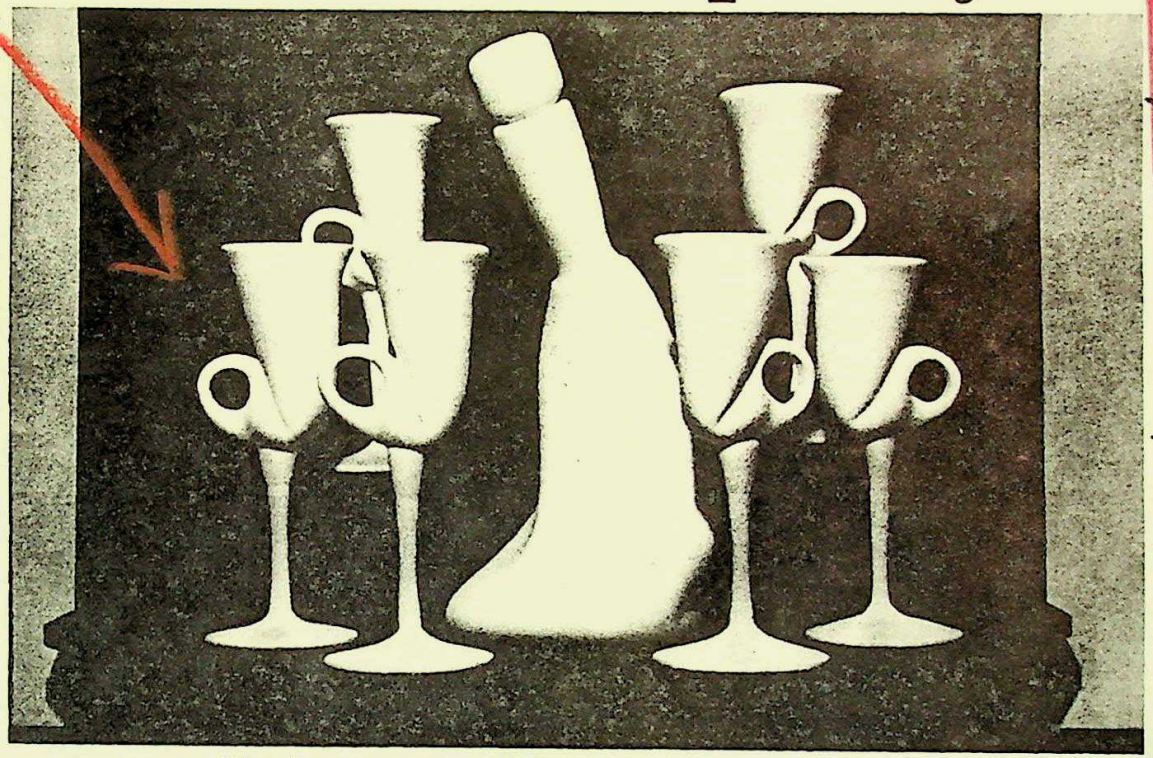
In ceramics, an array of porcelain plates featured geometric motifs. Other ceramic serveware was decorated with handpainted brushstrokes reminiscent of either Abstract Expressionism or updated Oriental looks.

Colors, in general, tended towards muted pastels, in delicate shades of pink, lavender and aqua.

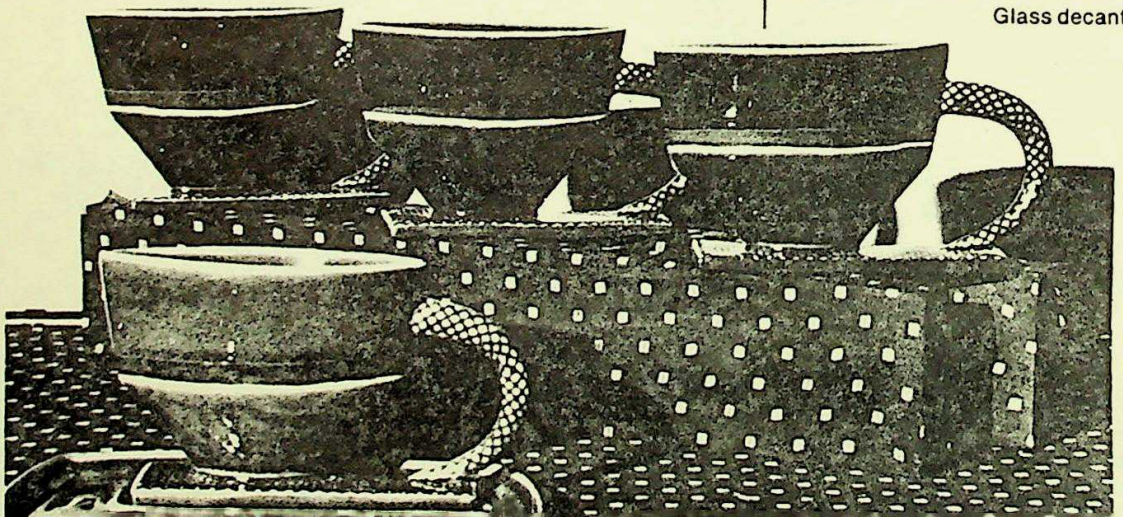
"Finally there is a developing market for craftspeople with contemporary goods," said Laura Tangusso, a fair exhibitor.

The fair's move to Massachusetts prompted a 9.3 percent increase in the number of exhibitors. According to Roy Helms, vice president of American Craft Enterprises which sponsors the fair, "We simply outgrew the Dutchess County fairgrounds in Rhinebeck."

—*Beth Sherman*



Glass decanter and goblets by Cohn-Stone Studio, $80 to $165, at retail.



Cheerful twosome.
American Stemware's bright new Christmas Toasting Flutes. A pair of hand cut, blown, lead crystal flutes... pre-packaged in an elegant holiday gift box. They're irresistible!

#7/#535 HFD July 2, 1984

U.K. DESIGN APP. NO. 1019056

D7/X535 SEPT. 1984

THE CUP

Knock it over! No spillage!

Floral®

PAGE 249

PAGE 249

HONG KONG ENTERPRISE SEPT., 1984

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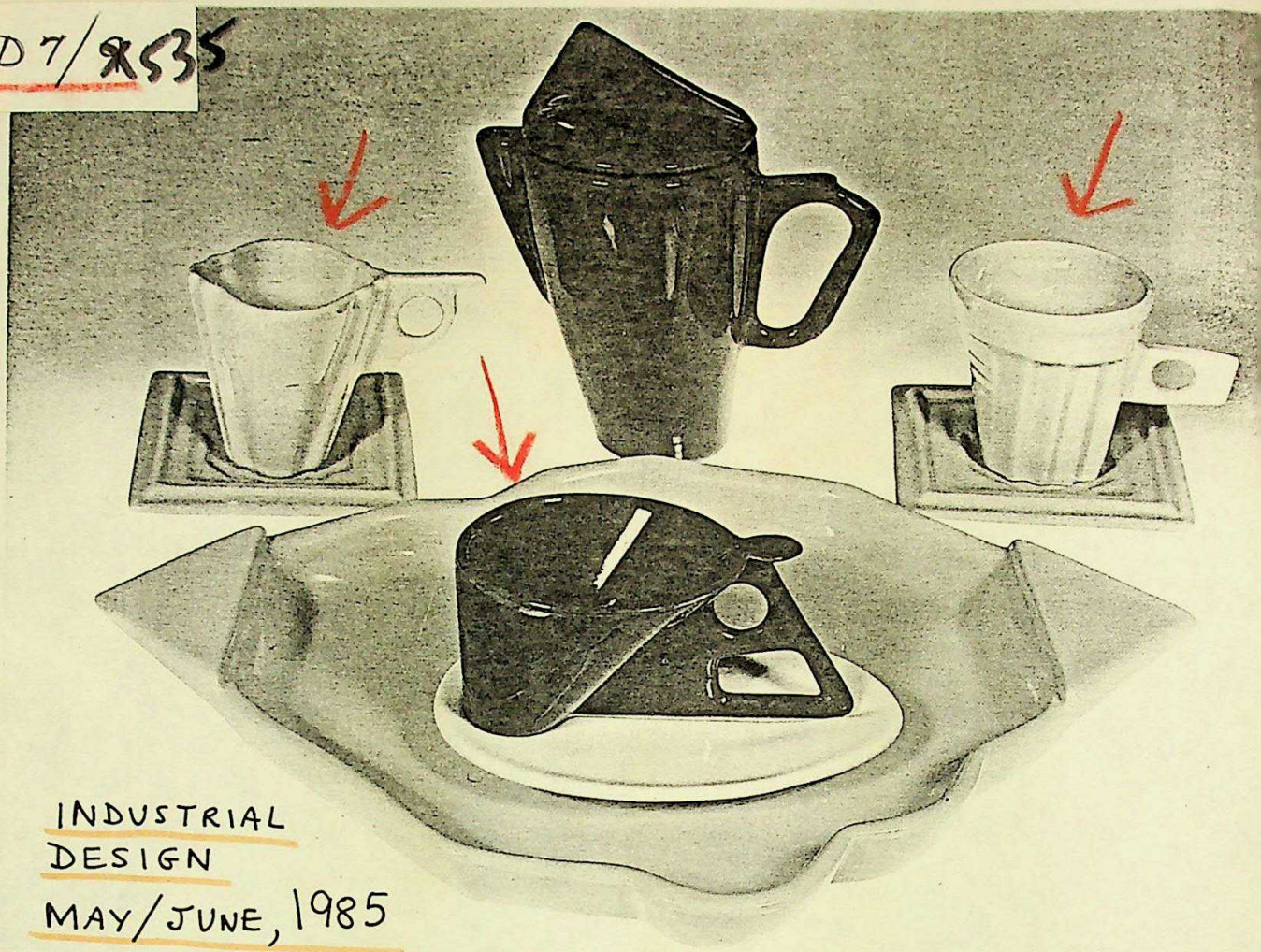
another copy in D7/5

D7/8535



INDUSTRIAL DESIGN
MAY/JUNE, 1985

Charles Nalle's "Parvenu" trigger cup, coffee cup, saucers and platter (1982) and "Ovalware" coffee pot and (center) coffee cup (1983) for Nalle Ceramics, Wilmington, Delaware

PAGE 24

a more accessible scale, using different materials and dealing with different issues, and yet each piece had its own formal design problem." (Charles Gwathmey is a partner in Gwathmey Siegel, an architectural firm in New York. Along with Bob Siegel, he has designed furniture for Knoll International, and recently designed a ceramic collection for Swid Powell.)

Design criteria

Ever since the first ceramic forms were made, the shape, weight, color and texture were determined by the function of the piece. Certain elements still remain essential for the development of a design. If the object is to hold liquid, its interior surface should be smooth and impervious, and there should be no deep undercuts to trap food particles. It must pour without dripping and accomodate drinking without spilling. Other requirements have to do with the intended use of a piece—will it be used frequently, or can it be delicate and thin for special occasions? If it is a display piece, at what angle will it be viewed—in profile, or from above? How do the units of a dinnerware set relate to each other? Do the pieces stack efficiently?

From a commercial standpoint, the most important criteria are the specifications for industrial fabrication. Will the model maker understand the desired shape? How easily can a mold be cast from the drawings presented? Will the shape work in reduced scale? It's also important to consider whether the factory machines can even accomodate the desired curve and angles. If so, can the product be made efficiently, and within budget restrictions?

Working with clay presents unique problem to the designer. The easiest material to work with because of its plasticity, ceramics is also the most difficult due to the chemical changes it undergoes through firing. Distortion, shrinkage and color change are but a few of the prol lems faced by the designer seeking a uniform product. For example, the fifteen percent shrinkage rate after firing means that objects must be designed larger in the earliest stages c construction.

The cost of developing new forms is always cited as the reason why the industry has been so conservative. Yet it is debatable whether th economics make exciting shape development too risky, or whether the factories simply don' want to bother with unfamiliar situations.

"Russel Wright had a successful design with American Modern, but the factory didn't make any money. In fact, they went out of business. Lots of things aren't profitable from a manufacturing standpoint. They turn out nicely, but they're not designed to make a profit.

"If we at Hall China do a new shape ourselves—and let's say we're talking about twenty items—we figure on about eighty-five

Langeweile!

D 7-9

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D7/9

SCHÖNER WOHNEN
MAY, 1988
PAGE 25

Die Tasse der Zukunft – Vision oder Wirklichkeit? So oder so – eins steht fest: mit der neuen Kollektion der 24 Künstler-Sammeltassen ist Rosenthal dem Zukünftigen wieder einmal ein Stück nähergerückt. Wer seine Sinne schärft für bewußt individuelle LebensArt, der weiß auch Kunst und Alltag genüßlich zu verbinden. Rosenthal ist es gelungen, renommierte Künstler und Designer aus aller Welt, unter anderem Lino Sabattini, Marcello Morandini, Otmar Alt, Paul Wunderlich, Martin Hunt, Gilbert Portanier, Otto Piene, Dorothy Hafner, zu gewinnen, dem Thema »Tasse« eine neue, eine eigenständige Dimension zu geben. Das Ergebnis: eine Sammelkollektion von 24 der überraschendsten Creationen für den Individuellsten mit Zeitgeist!

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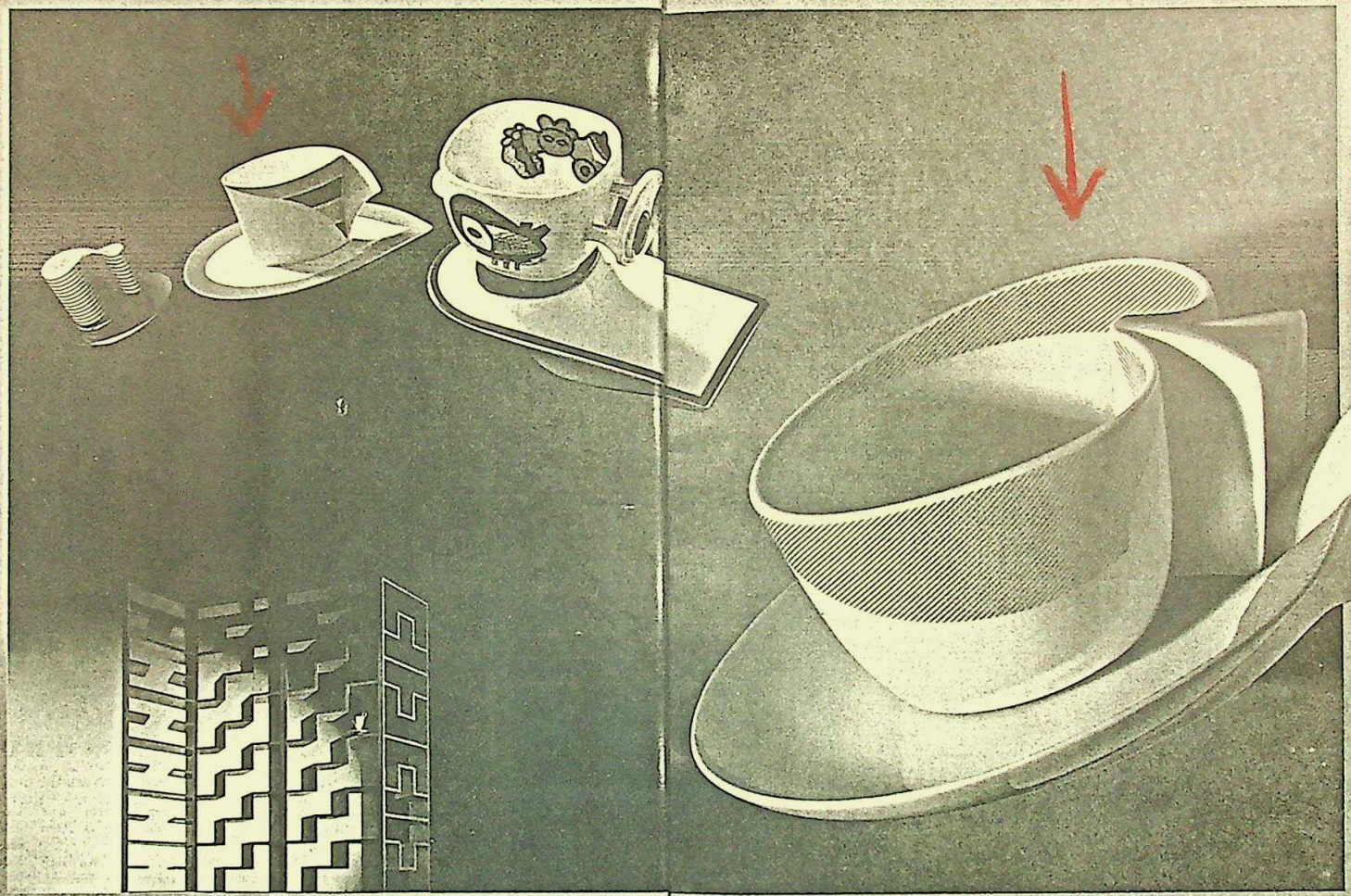
0287

Das Originale unserer Zeit. Rosenthal

LebensArt: 24 + 1 Rezept gegen Langeweile!



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SCHÖNER WOHNEN
MAY, 1988
PAGE 24

SCHÖNER WOHNEN
MAY, 1988
PAGE 25

D7/4 535

D7-X535

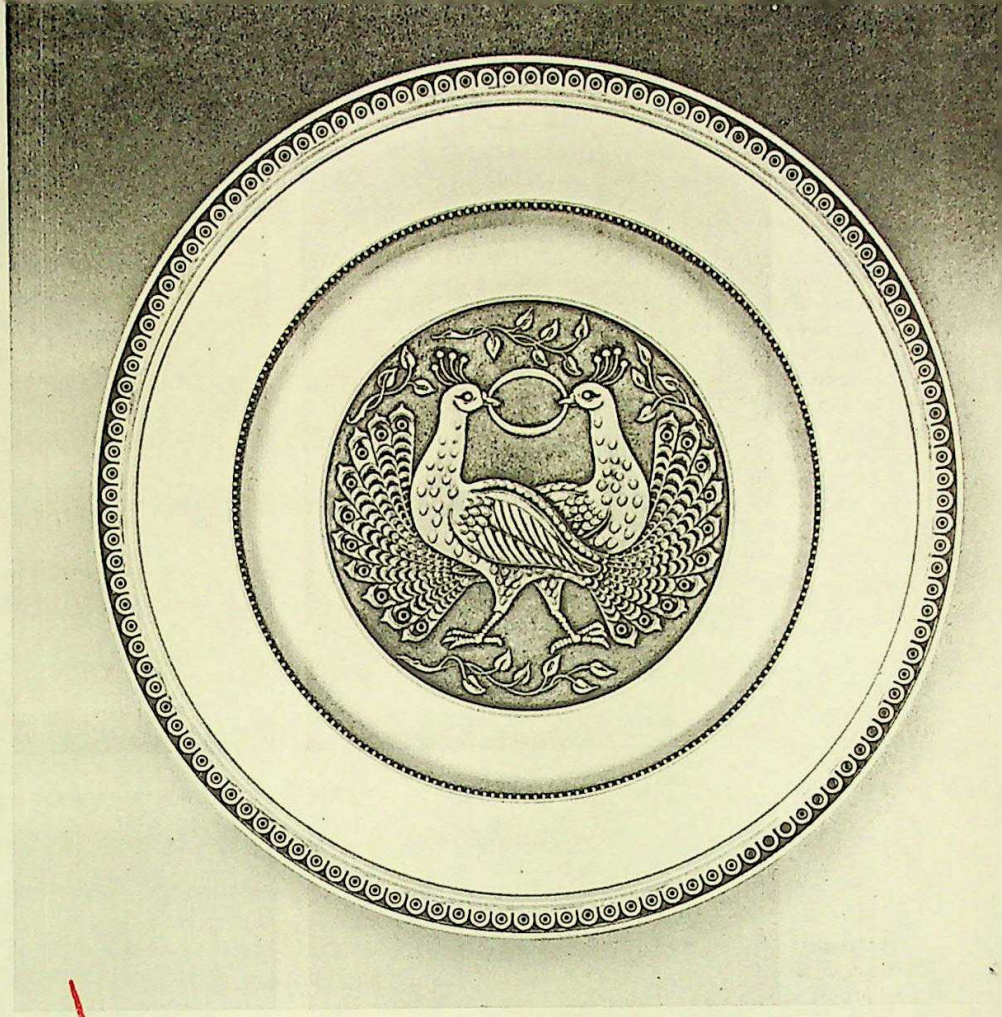
kehrt wird man modernes Zinn in einem Sortiment finden, das auf den modernen Käufer zugeschnitten ist. Beschränkung ist hier wichtig, um einen klar erkennbaren Stil im Angebot zu haben. Berücksichtigt werden muß auch, daß das Angebot in einer oberbayerischen Kleinstadt anders aussehen muß als in Hamburgs Innenstadt.

4. Kitsch wie alte Maler in Zinn, werden nur noch als Massenware auf dem Billigsektor Chancen haben.

5. Das Personal muß geschult sein. Auch bei Zinn reicht es nicht, die Regale zu füllen. Der Käufer muß über die Gebrauchsmöglichkeiten und Pflege aufgeklärt und über Preisdifferenzen aufgrund von Qualitätsunterschieden informiert werden.

6. Guter Service ist auch hier ein entscheidender Erfolgsfaktor. Das muß sich, da Zinn als langlebiges Gut oft Träger einer Innung oder Überlieferung ist, die für den Kunden einen sehr hohen ideellen Wert hat, ganz besonders auf die Beratung und Reparatur bei schadhaften Stücken konzentrieren. Eine weitere wichtige Serviceleistung ist die Gravur, für die sich das Zinn geradezu anbietet.

All das bedingt die Zusammenarbeit mit einem leistungsfähigen Hersteller. Für Anbieter, die diese Trends und Erfordernisse beachten und ihr Geschäft danach ausrichten, bietet das Zinn ein hervorragendes künftiges Umsatzpotential. Weil es in deutschen Wohnstuben nach wie vor zur Wohnungseinrichtung zu zählen ist, die nach einer Umfrage der Zeitschrift „Schöner wohnen" von 83 % der Befragten als wichtig für ihr Wohlbefinden angesehen wird. Die Möglichkeiten des Zinns gehen aber weit darüber hinaus. Man denke nur an die Jubiläums- und Repräsentationsgeschenke, das gehobene Souvenir und den Ehrenpreis. Aber es ist bei ihm auch, wie mit allen Artikeln, die man nicht kauft, weil man sie dringend braucht: sie müssen „verkauft" werden und hier scheidet sich die Spreu vom Weizen.



Hochzeitsteller mit Pfauen
24 cm ∅
Zinn hat eine uralte Tradition als Träger von Familienüberlieferungen wie dieser Hochzeitsteller, bei dem die Daten auf dem Rand graviert werden

Bierkrug
Wirtshausszenen *1,0 l, Höhe 24,6 cm. Neu gestaltet wendet sich dieser Krug an den traditionellen Käufer. Sachkundige Betrachter werden das hohe Entwurfsniveau erkennen, das den Krug von der Massenware unterscheidet*

SEPTEMBER 1988
PAGE 113
GOLDSCHMIEDE ZEITUNG